

MINUTES

REGULAR MEETING OF
CITY OF ALAMEDA ECONOMIC DEVELOPMENT COMMISSION
THURSDAY, APRIL 15, 2010
7:00 PM

1. CALL TO ORDER AND ROLL CALL

Chair Bonta called the meeting to order at 7:09 p.m.

Present: Chair Bonta. Commission Members: Dahlberg, Lindsey, McKean, and Reeves,

Absent: Commission Members: Breuer, Harrison, and Ryan

Vacancies: (1) Note: Earlier today, Dennis Viehweg announced his resignation from the EDC by e-mail.

Staff: Dorene Soto, Eric Fonstein, and Rosemary Valeska

2. MINUTES

2.a. Minutes of the Regular Meeting of March 18, 2010

Motion (Dahlberg), seconded, with abstention by Lindsey, to approve the minutes of the Regular Meeting of March 18, 2010 as submitted. Due to the lack of five affirmative votes, this item was continued to the next regular meeting.

3. CONSENT CALENDAR

(None)

4. ORAL COMMUNICATIONS – PUBLIC

(None)

5. UNFINISHED BUSINESS

(None)

6. NEW BUSINESS

6.a. Presentation of Draft Bicycle Plan (Public Works Dept.)

Copies of the presentation were provided by Barry Bergman of the Public Works Department and distributed to the EDC Members prior to the meeting. Following the presentation, the floor was opened for Commission Member questions and comments:

- Commission Member Reeves asked if the Class 3 designation for a bike trail would change the way traffic runs. Mr. Bergman responded

that this was not the case; the designation was there just to raise awareness.

- Commission Member Reeves stated that he has personally experienced encounters with “rogue bikers” downtown and emphasized the need to promote education for responsible bike riding. Mr. Bergman responded that Bike Alameda offers bike education classes. Commission Member Reeves noted that there was no mention of bike safety education in the materials provided. Mr. Bergman responded that bike education was addressed in the full plan and that the materials being presented at this meeting were a summary of the plan.
- The Chair noted the estimate of \$55-60 million for a proposed bike bridge across the Estuary. Mr. Bergman stated that bridge proponents believe that development at the Estuary would help to fund the bridge. He added that bicycle shuttle busses through the Tubes might be a more viable option. The Chair asked what experts say would be the best way to make the trip across the Estuary. Mr. Bergman responded that there are differing opinions; however, he personally would prefer the shuttle busses over riding a bike through the Tubes.
- Commission Member Reeves asked about ADA compliance for bike lanes. Mr. Bergman responded that ADA requirements would apply to a Class 1 trail but not a bike lane.
- Commission Member Dahlberg asked if the funding has been approved. Mr. Bergman responded that the funding is a ballpark estimate based upon anticipated revenues. Commission Member Dahlberg asked how it gets funded. Mr. Bergman responded that it varies quite a bit – there are different funding sources for different projects. Federal and State governments regulate programs that have different criteria. The Public Works Department regularly tracks funding sources. High priority projects are those that are envisioned to be completed over the next ten years.
- The Chair asked about funding schedules. Mr. Bergman responded that applications can be bundled into multi-year periods. He added that projects have to be targeted based upon priorities.
- The Chair asked if funding sources were drying up. Mr. Bergman responded that Measure B sales tax funding has dipped due to the economy.
- The Chair noted that there are various designation levels for being a Bike-Friendly Community and asked if Alameda qualified for any of the designations. Mr. Bergman responded that Alameda is close to being able to apply for a designation. The Chair asked if a Bike-Friendly

designation helps when applying for funding. Mr. Bergman responded that it can help.

- The Chair commended the Public Works Department and Bike Alameda for their work. He asked if there was a metric to measure success of this project. Mr. Bergman responded that this is tricky to measure. You can have more bike riders as a result of increased capacity but that can also result in a higher bike-related accident rate. San Francisco has tried to measure this but it is difficult. At the last citywide traffic count, Public Works had the consultant count bikes. Public Works can also use information from the Census to gather information on journey-to-work trips.
- Commission Member Reeves asked about the number of trips made over the Harbor Bay bike bridge. Mr. Bergman responded that during the morning commute period on the last Bike to Work Day, 60 trips to Lincoln Middle School were counted; however, he did not have information for the remainder of the day.
- The Chair thanked Mr. Bergman for his presentation and asked about the remainder of the public review schedule for the draft plan. Mr. Bergman responded that it will be going to the Transportation Commission in two weeks and then on to the Planning Board and City Council in June.
- Public speaker (1): Philip Tribuzia, who proposed that bike riders could buy or lease a vehicle and trailer that they could operate themselves for shuttling bikes through the Tubes. This would be available now and not expensive.

6.b. Review and Comment on the Administrative Draft of the Five-Year Implementation Plan for the Business and Waterfront and West End Community Improvement Projects for FY09-10 and FY13-14

Copies of Ms. Soto's presentation were distributed to the EDC Members prior to the meeting. Following the presentation, the floor was opened for Commission Member questions and comments:

- Commission Member Reeves asked for staff's response to allegations that Webster Street was being ignored. Ms. Soto responded that more Façade Assistance Program grants have been issued to Webster Street. The City is currently working with the owner of the new restaurant going into the former Tillie's space. Our department was proactive in cleaning up the façade of a then-empty building on Webster Street, which has since become WesCafe. We are looking at finishing the Webster Street Streetscape north to Atlantic Avenue. The City is also considering a strategic plan for Webster Street. Urban Design Associates (the firm currently working on the Civic Center Master Plan) has been

asked to take a look at this by fall. Rents have been going up on Park Street since the Theatre opened and Webster is benefiting from that.

- The Chair asked what are the biggest challenges facing BWIP and WECIP. Ms. Soto replied, "money and money." This is largely due to the State wanting to take redevelopment funds to balance its budget by requiring the redevelopment agencies to make additional payments to education. These funds cannot be touched while the lawsuits are underway. This is having a direct impact on our ability to assist the developer of the proposed 1629 Webster Street mixed-use project.
- Commission Member McKean asked about the effect of the State's \$4 million taking from redevelopment. Ms. Soto responded that we should be fine as long as the State does not come back for more. She added that funding for the Façade Assistance Program has dropped from a high of \$500,000 to \$250,000. We have issued our first Business Assistance Program loan to Kabob Central and they will be opening next month. This program will be federally funded next year and these funds must be used for job creation.
- The Chair asked about progress at Alameda Landing. Ms. Soto responded that the optimistic view is that work will start this fall. A letter of intent has been signed by the developer and Target. The developer has also been working with WABA to coordinate activities.
- The Chair noted that we seem to be meeting our affordable housing requirements. Ms. Soto responded that we were meeting our requirements under California Redevelopment Law; however, we also need to meet the requirements of the Guyton Settlement.
- Commission Member Reeves asked about senior housing. Ms. Soto responded that our last major senior housing project was Independence Plaza and we have not gone after that type of project since then.
- The Chair thanked Ms. Soto for her presentation.

6.c. Discussion regarding proposed Special Joint Session of the Planning Board and Economic Development Commission on May 24, 2010

6.d. Consider the cancellation of the May 20 Regular Meeting

Mr. Fonstein reported that as of today, the Deputy City Manager has determined that the Alameda Point EIR scoping session will be scheduled for the Planning Board's May 24 Regular Meeting. The EDC's joint session with the Planning Board is now scheduled for June 14. Mr. Fonstein stated that as a result of this, the recommendations would shift

from May to June. The tentative June 14 agenda would include updates regarding Alameda Landing, the proposed form-based codes for Park Street North of Lincoln, and the proposed off-street parking requirements and in-lieu fees for the Park and Webster business districts. The EDC unanimously agreed to cancel the June 17 Regular Meeting and hold a Special Joint Session with the Planning Board on June 14.

7. REPORTS

(None)

8. WRITTEN COMMUNICATIONS

8.a. Upcoming EDC Agenda Items

9. ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

Mr. Fonstein reported on the following:

- Our department has issued a Request for Proposals for combined maintenance services for the Park and Webster Street business districts. Proposals are due on Monday, May 3, with the contract scheduled to be awarded by the CIC in July.
- Our department has been collaborating with East Bay Green Corridor in preparation for the Broker/Property Owner Reception scheduled for the evening of Wednesday, April 21 in Emeryville.
- Alameda Municipal Power has been a big help to us in our business attraction efforts.
- Our department is hosting a cost-savings presentation for Alameda's food and beverage businesses at the Elks Lodge Foyer the morning of Wednesday, April 21. The featured speaker will be Kevin Westlye, Executive Director of the Golden Gate Restaurant Association.

Commission Member Dahlberg requested an Alameda Point update presentation. Mr. Fonstein stated that he would speak with the Deputy City Manager regarding scheduling.

10. ADJOURNMENT

The meeting was unanimously adjourned at 8:42 p.m.

Respectfully submitted,

Rosemary Valeska
EDC Recording Secretary

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